

ASSIGNMENT 3

Textbook Assignment: "Writing for Magazines," pages 4-1 through 4-11.

3-1. Which of the following news media tends to be overlooked by Navy journalists?

1. Newspapers
2. Magazines
3. Radio
4. Television

3-2. Magazines are especially valuable for telling the Navy's story because they have which of the following characteristics?

1. Magazines offer a ready market for any subject considered
2. Magazines are published specifically for any audience segmentation one might wish to reach
3. Magazines provide a market for stories of too narrow an interest to be published by newspapers
4. All of the above

3-3. Which of the four classes of magazines is the largest?

1. Consumer magazines
2. Business journals
3. Company publications
4. Service-oriented periodicals

3-4. What are the two types of consumer magazines?

1. Employee and sales
2. Internal and commercial enterprise
3. General interest and special interest
4. Trade and technical journals

3-5. Which of the following characteristics serve to distinguish one magazine from another?

1. Style and primary subject matter
2. Competence of the writers and lengths of articles
3. Number of subjects covered and the amount of information presented

IN ANSWERING QUESTIONS 3-6 THROUGH 3-15, SELECT FROM COLUMN B THE CATEGORY WHICH BEST DESCRIBES THE TYPE OF MAGAZINE LISTED IN COLUMN A. RESPONSES MAY BE USED MORE THAN ONCE.

	<u>A. MAGAZINE</u>	<u>B. CATEGORY</u>
3-6.	<u>Cashflow</u>	1. General
3-7.	<u>Military Living</u>	2. Special
3-8.	<u>Time</u>	3. Professional or trade
3-9.	<u>Sports Illustrated</u>	
3-10.	<u>Golf Digest</u>	4. Commercial Enterprise
3-11.	<u>Reader's Digest</u>	
3-12.	<u>Denver Living</u>	
3-13.	<u>Motor Magazine</u>	
3-14.	<u>Editor and Publisher</u>	
3-15.	<u>Life</u>	

3-16. Magazines directed at a specific group of readers are in which of the following categories?

1. General interest publications
2. Special interest publications
3. Customer magazines
4. Professional journals

- 3-17. A. Magazine aimed at skilled laborers in a particular field and addressing the work performed in that field is listed with which of the following publications?
1. Technical journals
 2. Trade journals
 3. Professional journals
 4. Special interest publications
- 3-18. Publications produced by a particular business for its employees, its customers or its stockholders are known as what category of publication?
1. Business journals
 2. Trade journals
 3. House organs
 4. Service-oriented magazines
- 3-19. A company publication designed to inspire and motivate the workers of a business is known as what category of publication?
1. Trade journal
 2. Business journal
 3. Employee magazine
 4. Sales magazine
- 3-20. What type of house organ is designed to maintain an open channel of communication between a manufacturer and an independent dealer?
1. Sales magazine
 2. Dealer magazine
 3. Stockholder magazine
 4. Technical service magazine
- 3-21. Ship and station newspapers produced by Navy journalists most closely resemble what type of company publications?
1. Employee magazines
 2. Customer magazines
 3. Sales magazines
 4. Technical service magazines
- 3-22. Service-oriented magazines may be compared with publications in which of the following categories?
1. General interest
 2. Special interest
 3. Sales magazines
 4. House organs
- 3-23. Service-oriented magazines include which of the following categories?
1. Internal magazines
 2. Trade journals
 3. Technical service magazines
 4. Business journals
- 3-24. Internal magazines include which of the following publications?
1. Magazines produced by individual naval commands
 2. Magazines produced by the Department of Defense
 3. Magazines produced by the Department of the Navy
 4. All of the above
- 3-25. All Hands differs from Sea Power in which of the following ways?
1. Its primary audience is Navy personnel
 2. Its method of financing
 3. Its availability to civilians
 4. It carries articles by Navy journalists
- 3-26. Commercial enterprise magazines are categorized with which of the following types of publications?
1. Trade journals
 2. General interest publications
 3. Special interest publications
 4. Employee magazines
- 3-27. Which of the following terms identifies a story before it is published by a magazine?
1. An article
 2. A feature
 3. A creation
 4. A manuscript

3-28. What factor contributes the most to creative writing?

1. Deadline pressure
2. Ample time
3. Subject matter
4. Market variety

3-29. What major difference exists between a magazine article and a newspaper article?

1. Length
2. Subject matter
3. Style
4. Punctuation rules

3-30. The adoption of magazine traits by newspapers was influenced most by what factor?

1. Magazine competition
2. Television competition
3. Educational advances of the public
4. Increased creative writing ability of newspaper journalists

3-31. Which of the following magazine style elements are now used by newspapers?

1. Feature stories
2. Glossy paper stock
3. Looser deadlines
4. Color pages

3-32. Most major newspapers deal with the challenge from the electronic media in reporting timely news events in which of the following ways?

1. They ignore, for the most part, those events reported live by radio and television
2. They offer in-depth coverage (background information and lengthy analysis) of those events
3. They report those news events using the upright pyramid style

3-33. When you write a magazine article, you should use which of the following formats?

1. Inverted pyramid
2. Upright pyramid
3. The one that best suits the story

IN ANSWERING QUESTIONS 3-34 THROUGH 3-39, SELECT FROM COLUMN B THE TYPE OF MAGAZINE ARTICLE DESCRIBED IN COLUMN A. RESPONSES MAY BE USED MORE THAN ONCE.

A. DESCRIPTIONS B. TYPES

3-34. It presents an inside story of conditions or problems normally unfamiliar to the average reader

1. Personality sketch
2. Personal experience
3. Confession

3-35. Articles of this type often carry an "as told to..." byline

4. Narrative

3-36. Its most noticeable characteristic is its intimate, confidential tone in which the writer seems to be personally revealing a secret to the reader

3-37. It contains sharp characterizations, vivid descriptions, dialogue, action and suspense to dramatize the facts

3-38. It is a short biography that includes an individual's achievements

3-39. The purpose of this type of article is to portray the intimate details of the character and personality of an individual

- 3-40. Which of the following statements characterize(s) a utility article?
1. The writing is colorful and fast-paced
 2. It is short and simple and contains the element of humor or oddity
 3. It often involves handicaps or disadvantages that a person overcomes by determination and common sense
 4. It is sometimes called the "how-to-do-it" article and it usually features expository, or explanatory, material
- 3-41. The interview article is NOT characterized by which of the following statements?
1. It requires much advance planning
 2. It presents questions and answers that offer a subject's views on a given topic
 3. Quite often it requires very little background information on the person being interviewed
 4. It requires thorough research on the person being interviewed
- 3-42. What is probably the most popular and best-selling type of short article for magazines?
1. The utility article
 2. The featurette
 3. The narrative
 4. The interview article
- 3-43. Which of the following types of magazine articles is intended solely to entertain the reader?
1. The utility article
 2. The narrative
 3. The featurette
 4. The personality sketch
- 3-44. Story ideas for magazine articles are available from which of the following sources?
1. Books and magazines
 2. The writer's observation of people and events
 3. The writer's memory of past experiences
 4. All of the above
- 3-45. You should begin all magazine articles with which of the following steps?
1. Outline the proposed article
 2. Secure a market for the story to be developed
 3. Bring the idea into sharp focus with a statement of its purpose
 4. Thoroughly research the idea to determine its feasibility
- 3-46. A writer can expect to find in the Reader's Guide to Periodical Literature which of the following items of information?
1. A listing of recently published material, indexed according to subject, title and author
 2. A list of subjects not written about within a two-week period
 3. A list of subjects reserved by individual authors for future works
 4. A listing of authors, subjects and titles of works currently being written
- 3-47. What basic knowledge can a writer obtain from the Reader's Guide to Periodical Literature?
1. The market for a particular manuscript
 2. The freshness of an idea
 3. The market value of a particular story
 4. The names and addresses of agents whose clients are being published

- 3-48. Which of the following classes of magazines is addressed by the Air University Index?
1. Consumer magazines
 2. Business journals
 3. Company publications
 4. Service-oriented magazines
- 3-49. Most magazine articles have which of the following elements in common?
1. Style similarities
 2. Identical formats
 3. Research requirements
 4. Inverted pyramid form
- 3-50. A writer should study magazines for which of the following reasons?
1. To find out the names of authors routinely published in a magazine
 2. To learn the style in which a particular magazine's publishers want articles to be written
 3. To learn the standard punctuation rules for magazines
 4. To learn what format in which a particular article should be presented
- 3-51. Preliminary research to determine consumer magazine interest in a journalist's article is conducted by which of the following parties?
1. The journalist's public affairs officer
 2. The writer of the article
 3. A regional Navy Office of Information (NAVINFO)
 4. The Magazine Writer Service in CHINFO
- 3-52. Manuscripts intended for internal magazines should be submitted to which of the following offices?
1. The NAVINFO in your region
 2. The Public Affairs Center nearest your command
 3. The editor of the internal magazine in question
 4. CHINFO
- 3-53. An outline serves which of the following functions for a magazine writer?
1. It helps in the evaluation of information
 2. It aids in the organization of information
 3. It makes writing an article easier and faster
 4. All of the above
- 3-54. Which of the following listings shows the correct order of the basic magazine article outline?
1. Purpose, plan of development, sources, market analysis and markets
 2. Market analysis, markets, sources, purpose and plan of development
 3. Purpose, market analysis, markets, sources and plan of development
 4. Purpose, market analysis, plan of development, sources and markets
- 3-55. For a Navy journalist's official work, steps 2 and 3 of the basic magazine article outline are performed by which of the following parties?
1. CHINFO
 2. District NAVINFO
 3. Area Public Affairs Center
 4. Local public affairs office
- 3-56. What part of the basic magazine article outline contains the list of pertinent facts, subtitles and anecdotes intended for the article?
1. Purpose
 2. Markets
 3. Sources
 4. Plan of development

- 3-57. What determines the newsworthiness of magazine articles?
1. Style
 2. Format
 3. The presence and intensity of the news elements
 4. The application of the ABCs of journalism
- 3-58. Which of the following literary devices are used to give "flesh and blood" to most magazine articles?
1. Bromides
 2. Allegories
 3. Anecdotes
 4. Alliterations